

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
                            )  
Matthew K. GRACIE et al. ) Group Art Unit: 3623  
                            )  
Application Number: 10/735,018 ) Examiner: C. Michelle Tarae  
                            )  
Filed: December 12, 2003      ) Confirmation No.: 2322

For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM**

**RESPONSE TRANSMITTAL LETTER**

**MAIL STOP AMENDMENT**  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response to the Office Action dated June 4, 2007 in connection with the above-identified patent application.

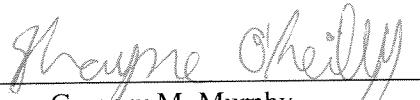
- [ ] A petition for a One-Month Extension of Time is also enclosed.
- [ ] A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- [X] No additional claim fee is required.
- [ ] An additional claim fee is required, and is calculated as shown below:

<b>CLAIMS</b>					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	52	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					\$0

- Charge \$\_\_\_\_\_ to Deposit Account No. 08-3436 for the fee due.
- Check No. \_\_\_\_\_ in the amount of \$0 is enclosed for the fee due.
- A Certificate of Mailing Under 37 C.F.R. §1.8.
- Self-addressed stamped postcard.
- The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: August 31, 2007

Respectfully submitted,

By: 

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re US Patent Application of: )  
Matthew K. GRACIE ) Confirmation No.: 2322  
Serial No.: 10/735,018 )  
Filing Date: December 12, 2003 ) Group Art Unit: 3623  
Title: SYSTEM AND METHOD FOR )  
CONDUCTING AN OPTIMIZED )  
CUSTOMER IDENTIFICATION )  
PROGRAM ) Examiner: C. Michelle Tarae

Mail Stop:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT & RESPONSE**

Dear Sir:

In response to the Non-Final Office Action (“the Office Action”) dated June 5, 2007,  
Applicants respectfully request reconsideration of the above-identified application in light of the  
amendments and remarks herein as follows:

**AMENDMENTS TO THE CLAIMS** begin on Page 2.

**REMARKS** begin on Page 17.